

ABSTRACT OF THE INVENTION

Method and system are disclosed for assigning a relative value to a search result based on the personal preferences of the consumer. A consumer profile may be created for each consumer. The profile may contain the consumer's personal preferences for each
5 one of the search criteria. A search value index may be derived for the search results based on the preferences in the consumer profile. The search value index may indicate to the consumer the value of a particular search result relative to other search results. Search results satisfying a consumer defined threshold may be retained, while the rest may be discarded.